

4 WAYS TO MONETIZE YOUR INSTAGRAM



by
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Hey!

My name is Ortal Levitan and I'm an organic social media growth specialist whose mission is to help influencers and personal brands grow their social media accounts and scale their audience without paying for ads, funnels or 3rd party services. I've successfully built my huge social media following of over 266k by adhering to my three basic rules: be consistent, be transparent and help others by always being authentic and honest.

My purpose is to help bloggers, influencers and personal brands avoid making the same mistakes I made when growing my following and use their social media to live the life they desire and deserve. I wanted somebody to give me easy to follow steps that would give me the results I desired – organic, authentic and engaged followers.

Maybe you're sick of trying to DIY and figure out what works and what doesn't, how to grow your audience without buying followers or likes, how to get brand collaborations or even how to grow an email list.

I wanted someone to tell me how to do it instead of making me read endless articles and figure it out myself. If any of these things feel like you... you've come to the right place. That's exactly where I started where I was when I first started growing my social media and now I'm here to help you!

HOW TO MONETIZE YOUR INSTAGRAM

Instagram started out as an image sharing app

but has evolved into much much more. With over 1 billion monthly active users, many of which are businesses looking to use influencers to promote their product, Instagram has turned into a money making machine.

If you're one of these people that posts regularly and has a loyal audience, you may realize that you have the potential to monetize your account! Businesses and advertisers have turned to social media to promote their product and utilize influencers to market to their target audience.

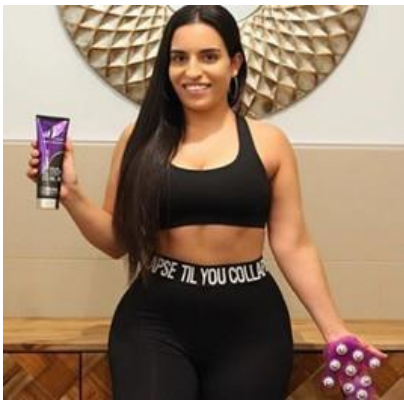
You've taken the time to grow a following and build a loyal and engaged audience online. They trust you, engage with your content and love your pictures and posts. But how can you make an income from all your hard work?

In this comprehensive guide, I'll break down the 4 best ways to utilize the following you've grown and set the foundation for you to potentially monetize your account. We'll cover everything from using your influence to get sponsored and get collaborations with brands, to creating your own sales funnel and monetizing your account through affiliate marketing.

This guide covers 4 of my best (and easiest) methods. Keep in mind that there are NO limits to how you can monetize your online following. I encourage you to experiment with different techniques and see which one works best for you and feels right for you. If you end up using any of the techniques mentioned in this guide, reach out and let me know!



NUMBER 1: BECOME AN INFLUENCER



When you have a substantial following online, brands will reach out to YOU and want to work with you to promote their product and/or services on your page.

Your influence on Instagram is VERY powerful to brands because you already have an audience that they are trying to tap into. Instead of focusing on ads, they know it is better for them to collaborate with you.

Businesses these days invest a lot of money into marketing and they love having influencers on their team that have their target audience's attention. The business collaborates with you to promote their product and service because your audience trusts you.

Brands will collaborate with you to advertise to your audience IF your audience is relevant to their product.

For example, if you're looking to get collaborations with make up brands, make sure that your account is in a niche that would be relevant to make up brands.

It is also very helpful to have a blog, website, or Youtube channel because you are able to write articles or talk about the products in depth. Most companies have managers in charge of handling these types of inquiries – so if you have a decent sized following on Instagram and your posts receive great engagement, you can start reaching out to these businesses to negotiate a relationship.

NUMBER 2: BECOME A BRAND AMBASSADOR

If your audience and page theme really appeal to a brand, they might also want to work with you to become an ambassador for them. This comes with lots of perks for yourself and the brand.

Ambassadors can be found in pretty much every niche but are most prevalent in the fitness apparel and supplement industry.



Big brands are always looking for influencers to promote their products and if your page is really appealing to them, they would be thrilled to make you an ambassador and reward you with a percentage of the sales you make (by using discount codes or a special tracking link).

Unlike influencers which don't need a minimum number of followers to get collaborations, I suggest you have over 10K followers before you reach out to brands you want to get sponsored by. If you have over 10K followers, go ahead and email those companies to begin negotiating a profitable relationship for both of you.

Even if you don't have 10K, you can still reach out but are more likely to have the brand hold off on adding you to the team because your audience may not be large enough for them.

NUMBER 3: CREATE YOUR OWN SALES FUNNEL

The whole point of a sales funnel is to turn a stranger that happened to land on your page into a loyal customer by utilizing emails, webpages, and social media posts that provide that person with value and gain their trust. Sales funnels are one of the best ways to sell other types of products, like an information product for example.

Most sales funnels start with a social media platform, like Facebook or Instagram. For example, a person lands on your Instagram page and decides to follow you because they liked your recent post. They then decide to download your free guide. The guide is a lead magnet. At this point, you've converted that person from a stranger into a lead- they gave you their email address and they've proven to you and themselves that they are very interested in your content and what you have to offer.

After they've downloaded your guide, they will receive a series of educational emails that provide them with value and information, as well as you offering them different products of yours that they can purchase. This turns them from a lead into customers.

After this point, you would continue to provide them with value in future emails and redirect them to other platforms of yours that they might find valuable, like your blog. This way, you continue to gain their trust and transform them into repeat customers as they purchase more of the services and products you.



NUMBER 4: AFFILIATE MARKETING

In its simplest terms, online affiliate marketing means:

- 1) You write about a product or service.**
- 2) You link to it with a special tracking link or discount code**
- 3) When your followers click the link and/or use your code and make a purchase, you make a commission on the sale.**

Picture this: you just used the BEST shampoo and you want to recommend it to others. First off, reach out to the brand to see if they have an affiliate\ambassador program in place. If they do, sign up so you can get your special link or code.

Once you have your link, simply write a blog post, Instagram post, or make a Youtube video reviewing the shampoo and link your affiliate link at the bottom. If your review convinces a person to buy, you get a percentage of that sale!

Affiliate marketing happens on a spectrum, from an average Joe sharing a link on his blog or social media to a massive publication making special advertising deals through marketing agencies.

Many companies have affiliate programs already in place, just waiting for you to take advantage of them. Even Amazon has affiliate links that allow you to share your favorite products with your audience and whenever they purchase that product using your link, you make commission off that sale. Everybody uses Amazon... so you see how simple this is?!

READY TO LEARN MORE?

If you're ready to supercharge your Instagram growth ORGANICALLY, grow your following, get more engagement and visibility on your posts and see the follower count rise using my proven methods... keep reading.

HOW TO WORK WITH ME:

If you're struggling to grow your audience organically, have no idea why your content isn't getting visibility or your page isn't getting the engagement it deserves then my Instagram Guru courses are for you!

Learn my easy to follow, tried and true growth strategy that I used to grow my account to over 266K!

Learn more [here](#) or send me a message at [@ortallevitan](#)

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